

KANN EMPLOYEES WILL ENTERTAIN AT HOSPITAL

The patients of St. Elizabeth's Hospital will be given an entertainment and dance tonight by the employees of S. Kann Sons Company.

The Kan-Son chorus, composed of the Employees' Mutual Benefit Association of Kann's, assisted by the Walter Reed Medley Boys, will furnish the entertainment and the music for the dance. Friends of hospital patients are invited to attend.

WOMAN WHO DIVORCED GOLFER WEDS AGAIN

SAN FRANCISCO, May 4.—Mrs. Correnah de Pue Neville, who divorced Jack Neville, professional golfer, a year ago, naming the ancient and honorable game as co-respondent, has been married to Robert Teel Elliott, a hardware dealer of Los Angeles.

Golf caused her first husband to neglect her and broke up their home, she alleged in the divorce petition.

HOLDS SISTER BLAMELESS IN BABY'S DEATH

Parents of Child Killed by Gas in Suicide Attempt Claim Body.

By International News Service.
CHICAGO, May 4.—"I can't believe my sister wanted to kill my baby."

This was the pathetic statement of Mrs. Al Boyd, who, accompanied by her husband, arrived here today from Chattanooga, Tenn., to claim the body of her three-year-old son, Howard, who was asphyxiated in the apartment here of her sister, Violet Black Duncan.

The child was the victim of an attempt by Mrs. Duncan, killed in love, to take her own life.

It was a touching scene when the young couple, who had not seen their child for a month, went to the undertaking establishment and gazed on the remains.

Mrs. Boyd told of the almost uncanny love of Mrs. Duncan for the child. Mrs. Duncan, she said, took the child last February for a trip, later writing she wanted to keep him a little longer. Then she took him to Chicago, where the tragedy occurred.

Mrs. Duncan is being held on a charge of murder.

Asks Stay to Make His Garden.
HARRISBURG, Pa., May 4.—Frank Flerish, a Newmarket hotel man, who was fined \$200 by Federal Judge Witmer and given sixty days in the Lebanon County jail for violating the Volstead act, has asked a stay of two weeks to make his garden.

Latest Word From Paris By Marie Suzanne

(Copyright, 1922.)



PARIS wears the three-piece tailor in fabrics of varying formality from morning to night. The frock of this costume in black silk crepe introduces henna-colored crepe, which is used also to face the jabot drapery of the skirt. The bateau neck line and short sleeves remain in favor.

OVER this frock Paquin slips a straight, belted jacket of the black crepe having overlapping peplums of three lengths below the normal waist-line.

FINE FEATHERS LURE MEN, SAYS WOMAN BANKER

Miss Donaldson Declares Average Earner Pays Too Much For Clothing.

By Cosmopolitan News Service.
ATLANTIC CITY, May 4.—That the average woman spends less on her clothes than the average man and is a better saver was asserted today by Miss Marion S. Donaldson, chairman of the home service section of the convention of the National Association of Mutual Savings Banks, now in session here.

Miss Donaldson, who is in charge of the home service department of the Bridgeport, Conn., Savings Banks, the second bank in this country to install such a department, reported that women whose husbands earn between \$2,000 and \$3,000 a year are much more economical with their clothes than men. She explained that this was probable due to the fact that these women have no great social duties and needed but a modest outlay of clothing, while their husbands are forced to meet the public and to look presentable.

She insisted, however, that men are more extravagant in the way of fine feathers than necessary and pointed out that the husband not only dresses more expensively than his wife, but also spends more on luxuries, such as cigars and amusements.

"Women whose husbands earn under \$4,000 a year are far behind men in their expenditure on clothing," said Miss Donaldson. "But above that they are the larger investors in glad raiment."

The moral obligation of legitimate financial institutions to protect the public against financial sharpers was pointed out by Orin C. Lester, of the Metropolitan Life Insurance Company and former director of savings of the United States Treasury, in an address before the main body of the national conference.

CARMELITE ORDER TO BEGIN ANNUAL RETREAT

The annual retreat of the Carmelite Order will begin Friday, at 7:30 o'clock, and continue through mass on Monday, May 8. Services during the retreat will be conducted by the Rev. Father Paschalis Heriz, of the Carmelite Order.

It has been announced that dinner will be served at 6 o'clock tomorrow evening, preceding the exercises. Special arrangements have been made for business women who cannot attend the Friday evening and Saturday morning services. Those who cannot attend these services may begin their retreat at 5:15 o'clock on Saturday and continue through mass on Monday.

Farther Heriz has requested that all ladies who plan to make the retreat should advise the order as soon as possible.

A free boat trip to New York and return for two persons, with all hotel expenses paid, is only one of the prizes offered by The Washington Times for the best 300-word letter on "The Use of Electrical Devices."

BEATS ANYTHING HE'S EVER SEEN

Jas. M. Trombly and Wife Were Both Restored by Tanlac, He States.

"Both my wife and myself have taken Tanlac with fine results," said James M. Trombly, a well-known resident of 3217 McElderry street, Baltimore.

"As for my own case," he continued, "I had suffered for years from stomach trouble and indigestion and was in a general run-down condition. My appetite was so poor that I simply had to force myself to eat and my digestion was so bad that nothing agreed with me.

"I lost weight and strength continually and my work kept getting harder for me each day. My nerves were all upset day and night and I could never get any sound sleep. I got up mornings with that terrible tired feeling on me and would almost play out before my day's work was over.

"Well, nothing helped me and I kept getting worse right along until I ran across Tanlac. This medicine has done me a world of good. My appetite is a wonder and my stomach acts and feels like a new one. I now eat my three hearty meals every day and never feel a touch of indigestion. My nerves are steady as a die and I am getting plenty of that good, sound sleep that makes a person feel rested and refreshed in the mornings. That tired feeling has left me, my energy and strength have returned and my work has become easy again.

"My wife suffered about the same way I did and she is all the time praising Tanlac for setting her right, too. There's no two ways about it; Tanlac is the most remarkable medicine I ever heard of. It has done for my wife and myself what nothing else would do and I am glad to make a statement for what it may be worth to others who are trying to find the right medicine for their troubles."

Tanlac is sold in Washington by Peoples Drug Stores and all leading druggists.

Graduate Eyes Examined
McCormick Medical Glasses Fitted
College
Dr. Claude S. Semones,
Eyeglass Specialist
10th and G Sts. N. W.
403-410 McLauchlin Bldg.

VACATION TRIPS

One Way	TO	Round Trip
\$20.40	BOSTON	\$40.80
18.90	PROVIDENCE	37.80
24.78	SAVANNAH	39.65
30.96	JACKSONVILLE	49.54
Round-Trip Fares Effective May 15		
Meals and stateroom accommodations on steamer included. Extra charges for preferred space.		
Through tickets to principal points. Full information on request.		
Pier 3 Pratt St. Tel. Plaza 4200		
BALTIMORE		

MERCHANTS & MINERS
TRANSPORTATION CO.

THOUSANDS OF TESTIMONIALS

Time alone can prove the efficiency of the dental work you get elsewhere, but TIME HAS PROVED our work to possess the lasting qualities, those wearing values that distinguish the work of the expert.

Thousands of Washingtonians and visitors from all parts of the world have written testimonials of their gratefulness to us for the character and permanence of our dental work.

By Dr. Wyeth and staff of expert, careful dentists that has been our record for the past 30 years. Terms of payment to suit Examination free.

Cleanliness is one of our many striking features.

My perfect Action
Teeth Will Not Shift
or Drop—\$5. Other
Sets of Teeth, \$8 Up.

Gold Crowns and Bridge
\$3—\$4—\$5
Per Tooth.

Open Every Evening Until 11 o'clock, and on Sundays 10 A. M. to 4 P. M. Ladies make an appointment for our office in your mind.

Dr. Wyeth, 427-29 7th Street N. W.



Opposite Lanchburg & Bro. and over Grand Union Tea Co. Largest and most thoroughly equipped parlors in Washington, Ph. M. 7068

BALDWIN LOCOMOTIVE REPAYS FEDERAL LOAN

The Baldwin Locomotive Works, Philadelphia, has repaid to the Government a \$5,000,000 loan made

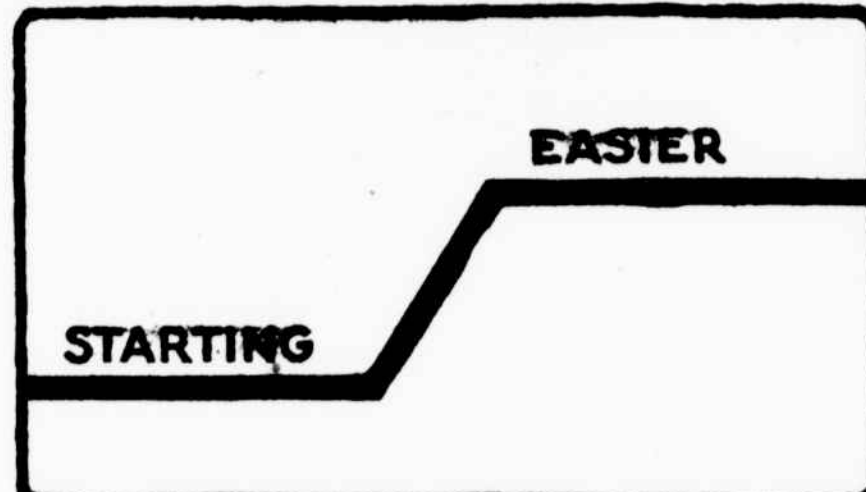
fifteen months ago to finance exportation of locomotives. The company repaid the loan eight months in advance of maturity.

The International Harvester Company, Chicago, also repaid a Govern-

ment loan of \$4,000,000 made to finance agricultural machinery exports. This loan was liquidated a year in advance of the maturity date. The loans were negotiated through the War Finance Corporation.

TEXACO GASOLINE THE VOLATILE GAS

(Volatility to the readiness with which gasoline gives up its power)



Texaco Gasoline snaps into action the instant it gets the spark. It is highly volatile, and vaporizes completely. Notice how easily the motor starts when Texaco is in the tank—and the greater power and mileage on the road, and the quicker pick-up in traffic.

Texaco Motor Oils are heavy-body lubricants and are distinguished by their clear pale color. Light, medium, heavy and extra-heavy—they fit all cars and all conditions. You will find them wherever you see the Texaco red star.

THE TEXAS COMPANY, U. S. A.
Texaco Petroleum Products



"Talks on Newspaper Advertising"

By Truman A. DeWeese, Buffalo, N. Y.

Advertising Mustn't Have Whiskers

It is true that constant iteration and reiteration does the trick in Advertising. "Keeping Everlasting-ly at It" is a good old, time-worn slogan that expresses in a forceful way the real secret of success in Advertising.

It is daily and "damnable" iteration that fixes the whiskers of Smith Brothers cough drops indelibly in the public mind. The luxuriant hirsute that adorns the chins of Smith Brothers has gone out of style with long skirts and bustles—but the Smith Brothers whiskers go right on fixing the identity of a cough-drop that is sucked by millions.

Imagine for a moment the disastrous consequences of shaving off those whiskers just to cater to man's whimsical notion of style in facial adornment. Safety razors have become so numerous and so easy to use that there would seem to be no excuse for perpetuating the pictures of Smith Brothers whiskers. But think of the millions of dollars expended to fix those whiskers in the public mind as a means of identifying a certain brand of cough drops. A whiskerless cough drop would not be the original and genuine. There are too many Smiths. Any

one by the name of Smith might manufacture a cough drop but if the whiskers were not there it would not be the cough drop that Josh Perkins has always used and he would not touch it.

So much for the value of a trade-mark that has been fixed in the public mind by years of advertising. You can burn the buildings in which the cough drops are made, and the Smith Brothers with their whiskers may be gathered in by the Grim Reaper, but you can't burn this particular cough drop and the Smith Brothers whiskers out of the public mind.

But there is a lot of Advertising that must have the whiskers shaved off or it will grow stale and unprofitable. While it is true that Advertising is a repetition, if you repeat the same old copy every day the public will soon cease to notice the copy. It loses its power to attract attention and hence loses its power to sell goods. The advertising must do something more than repeat a trade-mark or the name of a firm. The merchant that prints his name at the top of his advertisements every day goes on the theory that thousands of readers are looking every morning or evening for this particular announcement. This theory is a very pretty little piece of self-conceit that will not work out in practical analysis. It is true that a

certain number of readers get in the habit of looking for announcements under a firm's name—but the vast majority of readers have to be attracted by something more than a firm's name. The name of a firm may stand for honest merchandising, dignity and respectability, but most people are looking for bargains, for new styles, for fresh creations—in fact they are looking for reasons rather than dignity or respectability. They know the firm is all right. It has the confidence of its customers. It never misrepresents—but what has it got to sell? And that's the reason I would always put the firm name at the bottom of an advertisement instead of the top if I were a merchant. It would appear as a final signature to guarantee the truth and genuineness of the announcement. The top lines should sparkle and snap with news interest. They should tell something and mean something. They should get reader interest the moment the paper is open.

Advertising must be vivid and vibrant with human interest appeal and must say something new each day. It must be something more than pretty pictures or mushy rhetoric. It must sell goods—and in order to sell goods it must have salesmanship in it.

TRUMAN A. DEWEESE.

One woman writes:

"A domestic science teacher said it was the lightest cake she had ever tasted or seen—but remarked that I used at least six eggs in every cake. She wouldn't believe I used only two—until I showed her exactly how I made it. Now she uses nothing but Royal."

Mrs. G. S.

ROYAL BAKING POWDER

Absolutely Pure

Contains No Alum Leaves No Bitter Taste

Send for New Royal Cook Book—It's FREE
Royal Baking Powder Co., 130 William St., New York

"They Shall Not Pass"

Those fateful words spelled failure for the Germans at Verdun. They breathed the indomitable spirit of the general and his men. They assured the safety of "la belle France."

So we assure the safety of your valuable papers, jewels and so forth in the strong safe deposit vaults in our two banks.

Accessible 8:30 A. M. to 4 P. M.

Saturdays Till Noon Only.

Open Until 5:30 P. M.

On 1st, 2d, 15th, 16th and Last of Month.

CHECKING AND SAVINGS
ACCOUNTS ACCEPTED.

REAL ESTATE AND FOREIGN
EXCHANGE TRANSACTED.

The Washington Loan and Trust Company

DOWN TOWN:
F at Ninth St.

WEST END:
Seventeenth at G St.

JOHN B. LARNER, President



SHOWERS TODAY!
AND TOMORROW
THE
RUUD
WATER HEATER
sends a sturdy stream of
piping hot water out of
every faucet in your home

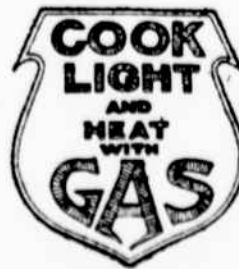
A Size for Every Need

Special Terms Liberal Cash Discount

Call In and See Special Demonstration

Inquire About Our Allowance for Old Automatic Heaters

You May Charge it and Pay in Small Monthly Installments When You Pay Your Gas Bill.



WASHINGTON GAS LIGHT CO.

SALES DEPARTMENT
419 Tenth Street N. W.